

In Re Patent Application of:
HAUGLAND ET AL.
Serial No: **09/5136,845**
Filing Date: **FEBRUARY 25, 2000**

In the Claims:

Claim 1 (original) A method for inducing a contact to invoke a resource prepared by a promoter on a network, the method comprising:

generating a resource location description for the resource by the promoter, the

resource location description including a name of the contact;

providing access to the resource at a location on the network according to the resource location description; and

notifying the contact about the resource location description for the resource.

Claim 2 (original) The method of claim 1, further comprising tailoring content in the resource in response to the resource location description used to access the resource.

Claim 3 (original) The method of claim 1, said providing access to the resource at the location comprising placing the resource at the location.

Claim 4 (original) The method of claim 1, said providing access to the resource at the location comprising configuring an operating system to divert a request for the resource at the location to a second location where the resource resides.

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Claim 5 (original) The method of claim 1,
wherein: a request for the resource includes the
resource
location description; and the method further
comprises
generating content for the document dynamically in
response to the resource location description in
the
request.

Claim 6 (original) The method of claim 1,
further comprising:
logging activity involving the resource; and
changing content in the resource in response to the
activity logged.

Claim 7 (original) The method of claim 1,
further comprising:
setting up a contact database; and
automatically retrieving the contact name from the
contact database before said generating the resource
location description.

Claim 8 (original) The method of claim 7,
further comprising repeating said steps of generating
the resource location description, providing access,
and notifying the contact for a plurality of contacts
from the contact database.

Claim 9 (original) The method of claim 1,

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wherein the resource location description is a
universa2 resource locator address.

Claim 10 (original) The method of claim 1,
wherein: the resource location description includes a
directory name; and
said generating comprises using the contact name
in the directory name.

Claim 11 (original) The method of claim 1,
wherein: the resource location description includes a
host name; and
said generating comprises using the contact name
in the host name.

Claim 12 (original) The method of claim 8,
said generating further comprising making the resource
location description unique among a plurality of
other resource location descriptions corresponding to
the plurality of contacts.

Claim 13 (original) The method of claim 12,
said generating further comprising, if an original
first name of the name of the contact does not make the
resource location description unique, changing the
original first name to one of an initial and a
nickname.

Claim 14 (original) The method of claim 12,
said generating further comprising, if an original

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first name of the name of the contact does not make the resource location description unique, changing a connecting character between the first name and a second name of the name of the contact to at least one of a different connecting character and a different number of the connecting character.

Claim 15 (original) The method of claim 12, said generating further comprising, if an original name of the contact does not make the resource location description unique, adding additional characters based on other information from the contact database associated with the contact.

Claim 16 (original) The method of claim 7, said generating further comprising, if an original name of the contact includes a character prohibited for a resource location description, changing the prohibited character to an allowed character.

Claim 17 (original) The method of claim 11, further comprising updating a domain name file to include the host name for use by a domain name server.

Claim 18 (original) The method of claim 1, further comprising terminating access to the resource at the

location when a promotion associated with the resource ends.

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Claim 19 (original) The method of claim 1, further comprising changing content in the resource when a promotion associated with the resource reaches a predetermined stage.

Claim 20 (original) The method of claim 6, further comprising repeating said notifying the contact when a promotion associated with the resource reaches a predetermined stage and the activity logged is less than a predetermined threshold of activity.

Claim 21 (original) The method of claim 20, wherein the predetermined threshold of activity is one request for the resource.

Claim 22 (original) The method of claim 20, wherein the predetermined threshold of activity is one payment in response to an offer presented by invoking the resource.

Claim 23 (original) The method of claim 8, said generating further comprising making a subdomain name in the resource location description unique among a plurality of other document location descriptions corresponding to the plurality of contacts and sharing a common higher level domain name.

Claim 24 (original) The method of claim 8, said generating further comprising, if a subdomain name in the resource location description is not unique within one higher level domain name, then using the

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subdomain name with a different higher level domain name.

Claim 25 (original) The method of claim 2, said tailoring further comprising including information associated with the contact in a contact database into the content of the resource.

Claim 26 (original) The method of claim 2, said tailoring further comprising selecting alternative resource content elements into the content of the resource based on information associated with the contact in a contact database

Claim 27 (original) The method of claim 1, further comprising denying access to the resource if a request for the resource does not include a predetermined authentication.

Claim 28 (original) The method of claim 1, further comprising dynamically tailoring content in the resource in response to authentication in a request for the resource.

Claim 29 (original) The method of claim 6, further comprising launching a credit card purchase process in response to the activity logged.

Claim 30 (original) The method of claim 29,

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said launching a credit card purchase process further composing:

directing a user acting on the document to a secure socket layer server;

obtaining credit card information from the user by the secure socket layer server; and sending the credit card information to a fulfillment house from the secure socket layer over a virtual private network link.

Claim 31 (original) A method for inducing a contact to visit a web site prepared by a promoter, the method comprising:

generating a host name for the web site by the promoter, the host name including a name of the contact;

notifying the contact of the host name for the web site; and

configuring a web server at the web site to process a request including the host name.

Claim 32 (original) The method of claim 31, the step of configuring further comprising treating requests as visits to a persistent web site belonging to the contact.

Claim 33 (original) The method of claim 32, wherein:

the method further comprises receiving content for the persistent web site from the contact; and the step of configuring further comprises

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presenting
content from the contact in response to the
request.

Claim 34 (cancelled)

Claim 35 (cancelled)

Claim 36 (cancelled)

Claim 37 (cancelled)

Claim 38 (cancelled)

Claim 39 (cancelled)

Claim 40 (cancelled)

Claim 41 (cancelled)

Claim 42 (original) A method of promoting a
cause to a
contact, the method comprising:
including a name of the contact in a network
address
associated with the cause; and
including the network address in material sent to
the contact.

Claim 43 (original) A method of conducting a

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promotion, the method comprising:

including a name of the promotion in a network address associated with the promotion; and broadcasting the networks address to a plurality of targets.

Claim 44 (cancelled)

Claim 45 (original) A computer-readable medium bearing promotion information for use by one or more processors that are participating in providing resources on a

network, the promotion information comprising:
contact information about a contact to receive materials as part of a promotion; and

a resource location description indicating where the resource can be accessed on the network, the resource location information including information from the contact information.

Claim 46 (original) A computer program product for inducing a contact to invoke a resource prepared by a promoter on a network, the computer program product comprising:

a computer readable medium;
instructions residing on the computer readable medium for causing one or more processors to
generate a resource location description for the resource, the resource location description including a name of the contact;
provide access to the resource at a location on

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the network according to the resource location description; and

prepare a message notifying the contact about the resource location description for the resource.

Claim 47 (original) The computer program product of claim 46, the instructions further configuring the one or more processors to automatically retrieve the contact name from a contact database including information about a plurality of contacts before the one or more processors generate the resource location description

Claim 48 (original) The computer program product of claim 47, the instructions further configuring the one or more processors to repeatedly generate the resource location description, provide access, and prepare message for a plurality of contacts from the contact database.

Claim 49 (original) The computer program product of claim 48, the instructions to generate the resource location description further comprising instructions to use a subdomain name in the resource location description with a different higher level domain name, if the subdomain name is not unique within one higher level domain name.

Claim 50 (original) The computer program product of claim 46, the instructions further

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configuring the one or more processors to terminate access to the resource at the location when a promotion associated with the resource ends.

Claim 51 (original) A computer program product for inducing a contact to visit a web site prepared by a promoter, the computer program product comprising:

- a computer readable medium; and
- instructions residing on the computer readable medium for causing one or more processors to generate a host-name for the web site, the host name including a name of the contact,
- prepare a message notifying the contact of the host name for the web site, and
- configure a web server at the web site to process a request including the host name.

Claim 52 (original) The computer program product of claim 51, the instructions to configure further comprising instructions to treat requests as visits to a persistent web site belonging to the contact.

Claim 53 (original) The computer program product of claim 52, wherein:

- the instructions further comprises instructions causing the one or more processors to receive content for the

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persistent web site from the contact; and the instructions to
configure the web site further comprise instructions to
present content from the contact in response to the request.

Claim 54 (cancelled)

Claim 55 (cancelled)

Claim 56 (cancelled)

Claim 57 (cancelled)

Claim 58 (cancelled)

Claim 59 (cancelled)

Claim 60 (cancelled)

Claim 61 (cancelled)

Claim 62 (original) A computer program product of

promoting a cause to a contact, the computer program product

comprising:

a computer readable medium; and

instructions residing on the computer readable

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medium for causing one or more processors to
include a name of the contact in a network address
associated with the cause; and
include the network address in a message prepared
for the contact.

Claim 63 (original) A computer program
product of conducting a promotion, the computer program
product comprising:

a computer readable medium; and
instructions residing on the computer readable
medium for causing one or more processors to
include a name of the promotion in a network
address associated with the promotion; and
prepare a message including the network address
for broadcast to a plurality of targets.

Claim 64 (cancelled)

Claim 65 (cancelled)

Claim 66 (cancelled)

Claim 67 (cancelled)

Claim 68 (cancelled)

Claim 69 (cancelled)

Claim 70 (cancelled)

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Claim 71 (cancelled)

Claim 72 (cancelled)

Claim 73 (cancelled)

Claim 74 (cancelled)

Claim 75 (cancelled)

Claim 76 (cancelled)

Claim 77 (cancelled)

Claim 78 (cancelled)